

Subject: RE: RE: Icons of Downtown
From: "Henna Sherzai" <HSherzai@downtownla.com>
Date: 10/13/2016 03:27 PM
To: "Dawn Eastin" <dawn@downtownnews.com>

Hi Dawn,

I've been trying to get approval on the editorial piece. Right now it looks like maybe tomorrow at 4pm. Worst case, is there any way that we can submit everything together early next week?

From: Dawn Eastin [mailto:dawn@downtownnews.com]
Sent: Wednesday, October 12, 2016 4:26 PM
To: Henna Sherzai <HSherzai@downtownla.com>
Subject: Re: Icons of Downtown

This is an email from last year that you responded to. Just making sure you got my email from today.

Dawn

*Dawn Eastin
General Manager
L.A. Downtown News
1264 W. First St.
L.A., CA 90026
213-481-1448
213-250-4617 fax*

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On Oct 12, 2016, at 4:14 PM, Henna Sherzai wrote:

Got it. Thanks, Dawn! Will get it back to you ASAP.

From: Dawn Eastin [<mailto:dawn@downtownnews.com>]
Sent: Tuesday, October 13, 2015 11:11 AM
To: Henna Sherzai <HSherzai@downtownla.com>
Subject: Fwd: Icons of Downtown

Hi Henna,

Just following up on my email from Friday and making sure you got it. Let me know if you have any questions.

Dawn

*Dawn Eastin
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Begin forwarded message:

From: Dawn Eastin <dawn@downtownnews.com>

Subject: Icons of Downtown

Date: October 9, 2015 3:32:22 PM PDT

To: Henna Sherzai <HSherzai@downtownla.com>

Hi Henna,

Our next insertion to discuss is our annual ICONS magazine. CCA and DCBID share a half page and each company receives matching editorial space. I am attaching a screen capture of last years page in our magazine so you get an idea of what it consists of. I am also attaching the word files of the copy that ran last year so you can make necessary changes and send it back to us.

The half page vertical ad size in this magazine is not the same as the newspaper so I am attaching the ad specs as well.

Link to last years Icons magazine (your ad is on page 29)

http://issuu.com/ladtn/docs/ladtn_icons_11-03-14

Last year the ad cost was split between the two companies, let me know if the same split should happen this year. Last years split was: \$1145 for DCBID and \$850 for CCA

Deadline for ad and editorial changes is October 16 but I can easily extend that for you to October 23, I know you will be busy with the BBQ. The magazine comes out November 9.

Let me know if you have any questions.

Dawn

*Dawn Eastin
General Manager
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